

Rep Order# 6862325 Ver# 1 Status New
EC'd Yes

Traffic Order# 6862325

Printed: 10/10/2012 10:01 AM
Last Received: 10/10/2012 6:35 AM
Showing Buylines: All Lines

1 of 5

Station KTNV-TV LAS VEGAS, NV
Advertiser () N.R.C.C. IE
Product NRCC IE 2012
Estimate# 3337
Buyer NMRPP MediaAssistant
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING & PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314
Rep Firm Sales Office () PHILADELPHIA
Agency C/P1/P2/E 155/426/3337
Flight Dates 10/19/2012 - 10/25/2012
Hiatus Weeks
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 35,850

PLS CONFIRM ASAP

THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	1	F	7A-9A	GD MRN AMR	:30	\$750.00	10/19-10/19	1	1	1	\$750.00	
Rating: 1.4												
	2	M	7A-9A	GD MRN AMR	:30	\$750.00	10/22-10/22	1	1	1	\$750.00	
Rating: 1.4												
	3	W	7A-9A	GD MRN AMR	:30	\$750.00	10/24-10/24	1	1	1	\$750.00	
Rating: 1.4												
	4	SA	6A-7A	ACTN NWS SA@6A	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
Rating: 1.7												
	5	SU	5A-6A	ACTN NWS SU@5A	:30	\$450.00	10/21-10/21	1	1	1	\$450.00	
Rating: 1.2												
	6	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
Rating: 1.4												
	7	F	11A-12P	ACTN NEWS@11AM	:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
Rating: 1.5												
	8	M	11A-12P	ACTN NEWS@11AM	:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
Rating: 1.5												

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Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	-----	-----	-----	----	----	-----	-----
:30	\$650.00	10/23-10/23	1	1	1	\$650.00	
:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
:30	\$350.00	10/19-10/19	1	1	1	\$350.00	
:30	\$350.00	10/22-10/22	1	1	1	\$350.00	
:30	\$350.00	10/23-10/23	1	1	1	\$350.00	
:30	\$350.00	10/24-10/24	1	1	1	\$350.00	
:30	\$350.00	10/25-10/25	1	1	1	\$350.00	
:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
:30	\$650.00	10/22-10/22	1	1	1	\$650.00	
:30	\$650.00	10/23-10/23	1	1	1	\$650.00	

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Product NRCC IE 2012

Estimate# 3337

Buyer NMR

Phone#
Ex. "123-4567-8901"

Fax#

LT Ln Da

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Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	-----	-----	-----	----	----	-----	-----
:30	\$650.00	10/24-10/24	1	1	1	\$650.00	
:30	\$650.00	10/25-10/25	1	1	1	\$650.00	
:30	\$900.00	10/19-10/19	1	1	1	\$900.00	
:30	\$900.00	10/22-10/22	1	1	1	\$900.00	
:30	\$900.00	10/23-10/23	1	1	1	\$900.00	
:30	\$900.00	10/24-10/24	1	1	1	\$900.00	
:30	\$900.00	10/25-10/25	1	1	1	\$900.00	
:30	\$1,000.00	10/19-10/19	1	1	1	\$1,000.00	
:30	\$1,000.00	10/22-10/22	1	1	1	\$1,000.00	
:30	\$1,000.00	10/23-10/23	1	1	1	\$1,000.00	
:30	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	31	TH	6P-630P	ACTION NWS@6PM	:30	\$1,000.00	10/25-10/25	1	1	1	\$1,000.00	
Rating: 1.8												
	32	M	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/22-10/22	1	1	1	\$1,100.00	
Rating: 2.0												
	33	TU	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/23-10/23	1	1	1	\$1,100.00	
Rating: 2.0												
	34	TH	630P-7P	ACTION NWS@630	:30	\$1,100.00	10/25-10/25	1	1	1	\$1,100.00	
Rating: 2.0												
	35	SU	6P-7P	ACTION NWS@6PM	:30	\$850.00	10/21-10/21	1	1	1	\$850.00	
Rating: 1.8												
	36	SU	8P-9P	ONCE-TIME	:30	\$4,500.00	10/21-10/21	1	1	1	\$4,500.00	
Rating: 6.9												
	37	F	11P-1135P	ACTION NWS@11P	:30	\$1,750.00	10/19-10/19	1	1	1	\$1,750.00	
Rating: 2.8												
	38	M	11P-1135P	ACTION NWS@11P	:30	\$1,750.00	10/22-10/22	1	1	1	\$1,750.00	
Rating: 2.8												
	39	W	11P-1135P	ACTION NWS@11P	:30	\$1,750.00	10/24-10/24	1	1	1	\$1,750.00	
Rating: 2.8												

---REPORT TOTALS---

Report Totals: 39 / \$35,850.00

---SALES MONTHLY TOTALS---

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Hiatus Weeks

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Salesperson FAX# 215-567-5938

Oct 12: 39 / \$35,850.00

Sales Totals: 39 / \$35,850.00

Station Totals: 39 / \$35,850.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$188,684	KBLR	0%	KLAS	4%	KSNV	52%	KTNV	19%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	25%				

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11
Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE